Women & media representation

Did you know?

Media and popular culture often portray women as...

"Glamorous sex kitten"

"Sainted mother"

"Devious witch"

"Hardface corporate and political climber"

Gender and advertising : how gender shapes meaning in: Controversies in contemporary advertising, 2nd ed. Sage, 2014

Male speaking characters outnumber females 2.2 to 1 in top 100 films of 2015

Inequality in 800 Popular Films: Examining Portrayals of Gender, Race/Ethnicity, LGBT, and Disability from 2007-2015, Media, Diversity & Social Change Initiative 2016

Females are almost **4 times** as likely as males to be shown in sexy attire.

Research informs and empowers, Geena Davies Institute on Gender in Media, 2015

Women are often depicted as sex objects in ads

Women as sex objects and victims in print advertisements Sex Roles, 2008

Women depicted in sexualised clothing are seen as **less human less intelligent** and **less worthy of help** than their peers

Sexual Objectification Increases Rape Victim Blame and Decreases Perceived Suffering, Psychology of Women Quarterly, 2013

Objectification increases body dissatisfaction & appearance anxiety

Sexual objectification of women: Advances to theory and research. The Counseling Psychologist, 2011.

Check out our Clearinghouse Connectors on Representation of women in advertising and Sexualisation of women and girls for more info

http://whv.org.au/publications-resources/clearinghouse-connectors/chc-representation-of-women-in-advertising
http://whv.org.au/publications-resources/clearinghouse-connectors/chc-sexualisation-of-women-and-girls

Women's Health VICTORIA